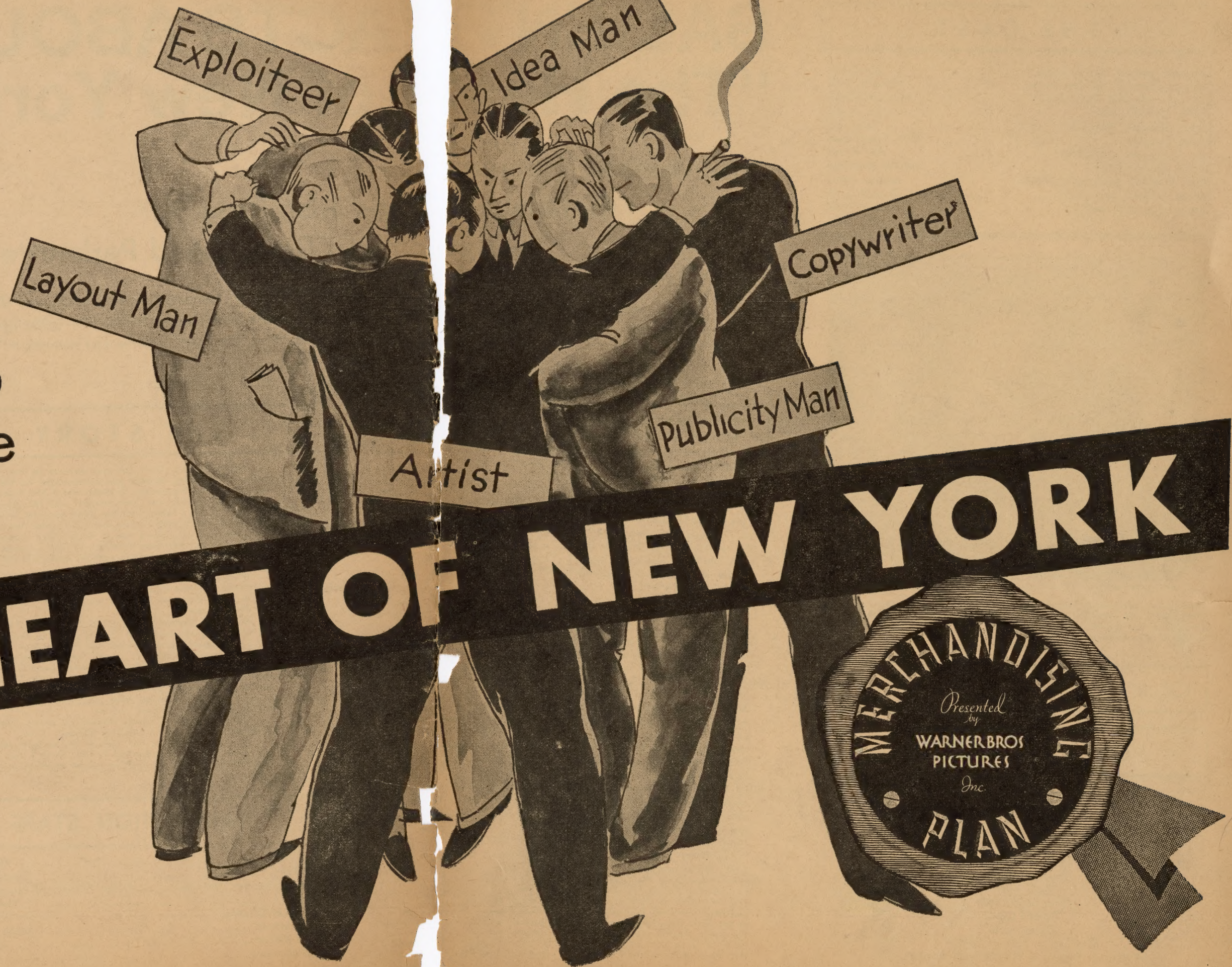
Let's Go
into a huddle
about

THE HEART OF NEW YORK



THE CAST

Shtrudel, *partner with Schnaps*	Joe Smith
Schnaps, *Mendel's brother-in-law*	Charles Dale
Mendel, *a plumber and inventor*	George Sidney
Zelde, *Mendel's wife*	Anna Appel
Lillian, *Mendel's daughter*	Ruth Hall
Bessie, *janitress*	Aline MacMahon
Mrs. Nussbaum, *a neighbor*	Ann Brody
Jackie, *Mendel's son*	Harold Waldrige
Mimi, *Mendel's youngest daughter*	Marion Byron
Milton, *Lillian's sweetheart*	Donald Cook
Gassenheim, *rich landlord*	Oscar Apfel

Reading from left to right, Ruth Hall, George Sidney and Marion Byron reflect the good nature and enjoyable qualities of "The Heart of New York," the Warner Bros. picture in which they are appearing at the.....Theatre to the delight of large audiences.

Cut No. 3 Cut 30c Mat 10c

Length	6764 Feet
Running Time	74 Minutes

OFFICIAL BILLING

Warner Bros. Pictures, Inc. & The Vitaphone Corp. present	5%
"THE HEART OF NEW YORK"	100%
with	
Joe Smith — Charles Dale	20%
George Sidney	20%
Ruth Hall	20%
Aline MacMahon	15%
Donald Cook	15%
Oscar Apfel	15%
Directed by Mervyn LeRoy	20%
A Warner Bros. and Vitaphone Production	40%

SALIENT FACTS ABOUT "The Heart of New York"

Remember "Humoresque"?
Remember "Abies' Irish Rose"?
Remember "Potash And Perlmutter"?

Well, "The Heart of New York" combines the best qualities of all, plus that inimitable Mervyn LeRoy touch that put the thrills in "Little Caesar," the dramatic power in "Five Star Final" and the fast comedy in "High Pressure."

BIOGRAPHICAL BRIEFS

JOE SMITH—In vaudeville for many years in partnership with Charles Dale, with whom he formed the Avon Comedy Four. On Broadway they were in "The Vanities" and also in the stage hit, "Mendel, Inc.," from which the Warner Bros. picture, "Heart of New York," was taken. This is their second feature length picture, "Manhattan Parade" being the first.

CHARLES DALE—In vaudeville with Joe Smith and in the Avon Comedy Four. Also with Smith in "The Vanities" and in the stage hit "Mendel, Inc." on which the Warner Bros. picture, "Heart of New York" was based.

GEORGE SIDNEY—On the screen in "Auctioneer," "Prince of Pilsen," "We Americans," "Cohens and Kellys in Atlantic City," 'Cohen on the Telephone," "Cohens and Kellys in Scotland," "Around the Corner," "High Pressure" and "Heart of New York." Born in Hungary.

RUTH HALL—Florida society girl who made good in pictures after being an extra in "Hell Harbor." Has been seen in "Monkey Business," "Local Boy Makes Good," "A Fool's Advice," "Union Depot" and "Heart of New York." Born in Tampa, Fla.

ANNA APPEL—Star of the Yiddish stage who left the Yiddish Art Theater to play in English speaking productions on Broadway and with Eve LaGallienne in her Civic Repertory Theater. On the screen she has played in "Symphony of Six Million" and "Heart of New York." Born in Poland.

OSCAR APFEL—On the s[illegible]een in "Man Trouble," "Abraham L[illegible]ncoln," "The Bargain," "It's Tough T[illegible] Be Famous," "Five Star Final," "Alia[illegible]s the Doctor" and "Heart of New Yor[illegible]. One of the pioneers in motion pic[illegible]ures, formerly a producer and direc[illegible]tor. Born in Cleveland, Ohio.

MARION BYRON—Diminu[illegible]tive stage and screen actress, affection[illegible]tely known as "Peanuts." Has appear[illegible]d in a number of stage plays and music[illegible]l productions, also in the following p[illegible]ictures: "Forward Pass," "Playing A[illegible]round," "The Bad Man," "Son[illegible] the West," "Golden Dawn," [illegible] Matrimonial Bed," "High Pressure[illegible]nd "Heart of New York." Born in Day[illegible]on, O.

ALINE MacMAHON—Bar[illegible]ard College graduate. Associated [illegible] with Eugene O'Neill and Provincetow[illegible] Players. On New York stage in Jed [illegible]arris production of "Spread Eagle." [illegible] On screen in "Five Star Final" and th[illegible]en appeared on stage in New York [illegible] Coast production of "Once in [illegible]lifetime." Latest film is "The He[illegible] of New York."

MERVYN LEROY (Direct[illegible] — One of Hollywood's youngest [illegible]tors. Responsible for "Top Spee[illegible] and "Local Boy Makes Good" bot[illegible]starring Joe E. Brown. Directed Glo[illegible] Swanson in "Tonight or Never"; W[illegible]am Powell in "High Pressure" and E[illegible]rd G. Robinson in "Little Caesar." [illegible] greatest achievement was "Fiv[illegible] Final" which was voted one o[illegible]est ten productions of 1931.

THE STORY

Mendel and his family are poor because he has neglected his plumbing business and concentrated on the invention of a washing machine. Schnaps, who is Mrs. Mendel's brother, and Shtrudel are "matchmakers" and Mrs. Mendel asks them to find a husband for her oldest daughter, Lillian.

They agree to bring a young man but discover they have the same fellow in mind—a man to whom Lillian is secretly engaged. Before they leave Schnaps gives him a receipt for two months rent in return for a contract giving him half interest in Mendel's invention.

When Schnaps and Shtrudel discover the machine is completed, they take it to the landlord to get him to finance it. He throws them out, but later arranges with Mendel to put it on the market.

Meanwhile Schnaps gives Mrs. Mendel the idea of breaking into society. He tries to sell Mendel a Central Park West home, but Mendel's idea of riches is to buy the tenement in which he lives and let the tenants live there free. Mrs. Mendel is angry and she and the children leave him and move into a fashionable apartment house with Schnaps. Shtrudel is employed by Mendel to be his representative, going to public gatherings, clubs, playing golf, etc., while Mendel enjoys himself in old clothes.

Gassenheim tries to swindle Mendel, but Milton, Lillian's sweetheart, is successful in retaining Mendel's rights.

Mrs. Mendel, seeing that Mendel has made a palace out of the tenement, has decided to come home to live. He is overjoyed and the Mendels live happily together in their palatial East Side home.

PRODUCTION STAFF

From the Play	*Mendel, Inc.*
Author	*David Freedman*
Adaptation and Dialogue	*Arthur Caesar and Houston Branch*
Director	*Mervyn LeRoy*
Assistant Director	*Gordon Hollingshead*
Cameraman	*James Van Trees*
Film Editor	*Perry Morse*
Art Director	*Anton Grot*

Charming Ruth Hall, Warner Bros. contract player, has a leading role in "The Heart of New York," which is now being shown at the.....Theatre. Joe Smith, Charlie Dale and George Sidney are also in the large cast.

Cut No. 4 Cut 15c Mat 5c

Ruth Hall and Donald Cook appear as lover and loved in the Warner Bros. picture, "The Heart of New York," which comes to the.....Theatre next ..... Joe Smith and Charles Dale also are prominently cast in the picture.

Cut No. 5 Cut 15c Mat 5c

your 1st story

This story contains complete information about "The Heart of New York" and is known to showmen as a "routine story."

"The Heart Of New York" Coming To . . . . . Theatre With Special All Star Cast And Story

Beginning next..... the..... Theatre will present "The Heart of New York," a Warner Bros. and Vitaphone picture featuring Joe Smith, Charles Dale, George Sidney and a strong special cast, for a..... day engagement.

"The Heart of New York" is based on the play "Mendel, Inc.," which enjoyed a year's run during New York's last theatrical season. Joe Smith and Charles Dale, prominent for more than twenty years as the mainstays of the Avon Comedy Four, vaudeville's ace team, have the same roles in the picture as they had in the New York production of the play. In addition, George Sidney plays the part of Mendel, the family head who preferred inventing dish-washing machines to securing a livelihood for his family. The large supporting cast includes Aline MacMahon, stage star who scored a personal hit as Edward G. Robinson's secretary in "Five Star Final," and Anna Appel, prominent New York actress.

"The Heart of New York" was directed by Mervyn LeRoy, youngest of Hollywood's great directors, who has to his credit such achievements as "Five Star Final," "Little Caesar," "Local Boy Makes Good" and "High Pressure." LeRoy brings to "The Heart of New York" several directorial departures which reflect his ability to keep pace with public requirements.

The original play, "Mendel, Inc.," brought a new type of drama to the stage which has been transposed to the screen with complete fidelity in "The Heart of New York." The story is more dramatic than comic, comedy, however, playing a prominent part in the progress of the drama. "The Heart of New York" contains the pathos of New York's East Side life, lightened by the comic incidents which occur to real people. The picture is essentially a dramatic study of how the "four million" live, using the Mendel family as the focal point for plot development.

your 2nd story

East Side Residents Unaware Of Playing Parts In Picture

Residents of New York's lower East Side were unaware of taking important parts in the filming of "The Heart of New York," the Warner Bros. picture coming to the..... Theatre next.....

Mervyn LeRoy, director of the picture, made a special trip to New York, accompanied by his assistant, Gordon Hollingshead, and a cameraman, in order to make authentic scenes of the locale which was to be the background of the story. The director and camera crew went about their work very quietly and unobtrusively, in order not to disturb the equanimity of residents who ordinarily look on strangers and cameras with suspicion.

As the crew took its films, the sound truck followed them, recording the sounds of the East Side streets. Scenes were taken in front of shops and tenements. The pushcarts which line the curbs were filmed exactly as they are.

LeRoy, who directed "Five Star Final," "Little Caesar" and other of 1931's outstanding hits, expressed his pleasure with the atmosphere obtained on his eastern trip.

Leading roles in "Heart of New York" are played by Joe Smith, Charlie Dale and George Sidney. Supporting players include almost equally famous Anna Appel, Aline MacMahon and Oscar Apfel.

your 3rd story

Daring Experiment Of Omitting Make-up Successful In "Heart of New York"

In "The Heart of New York," a Warner Bros. comedy which comes to the..... Theatre next....., the players appear on the screen "as is"—that is, without makeup. This is due to a daring and successful experiment by Mervyn LeRoy, who directed "The Heart of New York."

The young director who became famous with his "Little Caesar" and "Five Star Final," is the source of many innovations and is opposed to the use of make-up in all but a few cases. He is experimenting now on lighting and photography in order to obviate "face smearing."

SMITH and DALE
Cut No. 7
Cut 15c Mat 5c

"The big mistake made all these years," LeRoy said, "has been the use of grease-paint on the faces of character actors and actresses. It has always been a necessity from the standpoint of appearance, for motion picture film cannot be retouched and the camera has a habit of grossly exaggerating minor flaws.

"In every day life, we show emotions through the play of muscles and lines on the face. In motion picture drama a great deal is lost under a sometimes unnecessary mask of grease-paint and powder."

The comedy team of Smith and Dale went through the entire production without a make-up kit. Their comedy is more pointed by the natural lights and shadows playing on their faces.

Other members of the cast entirely exempt from make-up worries during the filming of "The Heart of New York" were Anna Appel, George Sidney, Aline MacMahon, Ann Brody and Harold Waldridge.

With the perfection of super-sensitive film, LeRoy is hard at work on camera technique and lighting, trying to find a medium whereby make-up will become a thing of the past, and its absence will make for full emotional display.

your 4th story

"Picture Stealer" Appears In "Heart Of New York"

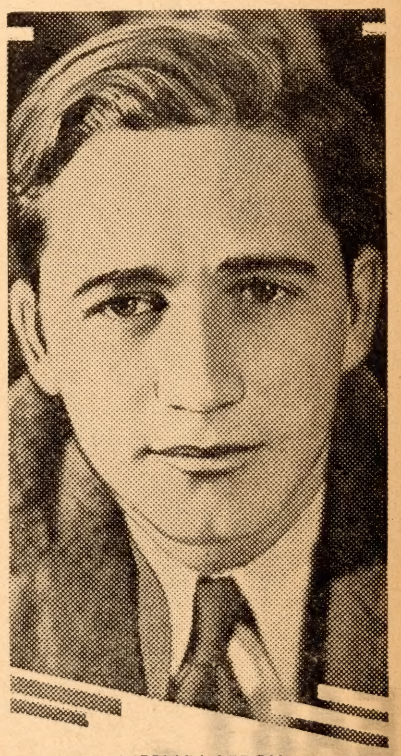
Anna Appel, prominently cast in "The Heart of New York," the Warner Bros. picture coming to the.....Theatre next..... has been classified by Mervyn LeRoy, director of the film, with Marie Dressler in the category of "picture stealers."

A "picture stealer" in Hollywood is a featured or bit player who equals or outshines the leads in the picture. Marie Dressler's advance to screen heights was marked by the numerous pictures she "stole" before she was starred in her own. Similarly, LeRoy expects Anna Appel's screen career to closely follow Miss Dressler's.

In her first picture "The Heart of New York," Miss Appel plays an important enough part, but not one to compare with those played by Joe Smith, Charles Dale and George Sidney, who have the leading roles. Nevetheless, she equals their work and leaves as strong an impression as they do on the audiences who see "The Heart of New York." This is the more flattering to Miss Appel's ability when the long experience and success of the trio of male leads is considered.

Miss Appel's stage experience in New York, where she was discovered by LeRoy while he was on a location trip for the picture, ranges from the Yiddish Art Theatre, to Broadway and to Eva Le Gallienne's Civic Repertory Theatre. She is expected to fill the place on the screen left empty by Vera Gordon, the talented star of "Humoresque."

Aline MacMahon, Ruth Hall, Oscar Apfel, Harold Waldridge and Marion Byron also appear in "The Heart of New York."



MERVYN LEROY
youngest of filmdom's great directors, will be represented with his latest Warner Bros. and Vitaphone picture, "The Heart of New York," at the..... Theatre next.....
Cut No. 2 Cut 15c Mat 5c

your 5th story

Aline MacMahon Is Half Irish And Half Hebrew

Aline MacMahon, who plays an importan role in "The Heart of New York," the Warner Bros. and Vitaphone picture coming to the .....Theatre next....., is a blend of New York's two largest population units, the Irish and the Hebrew. She is, therefore, particularly fitted for her role of Bessie in her latest picture, which mirrors New York at its core, instead of presenting only the "front" of the metropolis.

Miss MacMahon was associated with the Provincetown Players at the time Eugene O'Neill was allied with them. She later achieved fame on the Broadway stage for her performance in the Jed Harris production of "Spread Eagle," considered one of the finest performances of the legitimate stage. Since that time she has appeared on the screen as Edward G. Robinson's secretary in "Five Star Final." She has also appeared in the Los Angeles production of "Once in a Lifetime."

Her latest role gives Miss MacMahon a splendid opportunity to display her talents. As Bessie, she portrays the Jewish janitress of an East Side tenement who assists George Sidney in his invention schemes, even to the extent of loaning him her insurance money. She is called upon to speak in Jewish dialect and her performance has won the acclaim of both critics and audiences alike.

In addition to Miss MacMahon, the large cast of "The Heart of New York," includes Joe Smith, Charles Dale, George Sidney, Ruth Hall, Anna Appel. Oscar Apfel and Donald Cook. The picture was directed by Mervyn ("Five Star Final") LeRoy.

Opening Day

"Heart Of New York" Opens At . . . . . Theatre Today With Large Cast of Famous Players

"The Heart of New York," the Warner Bros. picture featuring Joe Smith, Charles Dale, George Sidney and Anna Appel, opens today at the.....Theatre.

Directed by Mervyn LeRoy, who directed "Five Star Final," one of last year's "best ten pictures," "The Heart of New York" brings a new treatment to the metropolis which has served as the background for more movies than any other city.

The picture was adapted by Arthur Caesar and Houston Branch from the stage play "Mendel, Inc.," in which Smith and Dale appeared in New York for a year. Caesar and Branch also wrote the dialogue.

The special cast includes Aline MacMahon, Oscar Apfel, George MacFarlane, Harold Waldridge, Ruth Hall, Donald Cook and Marion Byron.

"The Heart of New York" is the story of a father who would rather invent a dish-washing machine than earn a livelihood for his family. After various trials and tribulations his invention is marketed successfully, bringing them wealth and a new series of amusing difficulties.

Manager..... of the..... Theatre states that in his opinion "The Heart of New York" is the type of picture which will satisfy every member of the family.

YOUR CURRENT STORY CAMPAIGN IS ON PAGE 9

Advance Readers

"Heart Of New York" Comes To . . . . . Theatre Next . . . . .

"The Heart of New York" a new Warner Bros. picture featuring Joe Smith and Charles Dale, late of the Avon Comedy Four, comes to the.....Theatre..... It was directed by Mervyn LeRoy, maker of "Little Caesar," "Five Star Final," etc. In the supporting cast are Ruth Hall, George Sidney, Marion ("Peanuts") Byron, Aline MacMahon, Anna Appel and other well known players. "The Heart of New York" was adapted from the Dave Freedman stage play, "Mendel, Inc." in which Smith and Dale starred at the Sam H. Harris Theatre, New York, last season. Arthur Caesar and Houston Branch adapted it for the screen.

Original "Potash" First Artist Signed For "Heart Of New York"

George Sidney, the comedian, who left the legitimate stage to star in pictures, was the first artist signed by Warner Bros. for the big comedy drama production, "The Heart of New York" which comes to the..... Theatre.....

Joe Smith and Charlie Dale, of the old Avon Comedy Four, have the roles they played originally in the stage success, "Mendel, Inc." Mervyn LeRoy, who directed the picture, went to New York to shoot scenes on the lower East Side.

One of the leading roles in the story is that of Mendel, assigned to Sidney, famous character comedian. He was the original Potash, of Potash and Perlmutter on the stage.

"Heart Of New York" Ingenue Learns To Fly Goodyear Blimp

Aviation for women is nothing new, especially when it comes to plain airplane flying, but Ruth Hall, pretty young Warner Bros. player, has become a blimp enthusiast.

On a day off during the shooting of her latest picture, "The Heart of New York" which comes to the.....Theatre ..... she took a long ride in the Goodyear blimp, "Volunteer," which flies around Los Angeles.

Taking a flight from Los Angeles to Santa Monica and back, she learned all the rudiments of how to handle it and was allowed by the pilot to handle the controls for three-fourths of the entire trip.

Ruth is already casting around for a site for a hangar, and is set on owning a blimp as soon as she can buy one—and support it.

Famous Broadway Actress Cast In "Heart Of New York"

One of the principal roles in "The Heart of New York" in which Joe Smith and Charles Dale, formerly of the Avon Comedy Four will be presented by Warner Bros. at the..... Theatre....., was assigned to Anna Appel. Miss Appel has been associated with the Yiddish Art Theatre and has appeared with distinction on the Broadway stage. Aline MacMahon will also appear in "The Heart of New York," which was directed by Mervyn LeRoy. Smith and Dale's first starring picture was "Manhattan Parade."

Advance Feature

Can Screen Players Be Too Beautiful For Stardom? Is Question Of Ruth Hall Fans

By Frank Daugherty

Is Ruth Hall—whose full name is Ruth Hall Ibanez—too beautiful?

You saw her as the leading woman with the Marx Brothers in "Monkey Business"; as the leading woman opposite Joe E. Brown in "Local Boy Makes Good"—you will see her in "The Heart of New York," the Warner Bros. picture which comes to the..... Theatre.....

Thousands, besides, have seen her at Hollywood premieres and have spontaneously voted her one of the most beautiful young women on the screen.

Still a baby in point of years, she was Tampa's most beautiful girl. John Held Jr. voted her the most beautiful girl in the world. A college, a city and a stage have done the same.

As far, then, as looks carry, Ruth Hall is sitting on top of the world. But how far do looks carry you toward stardom?

Casting backward, it is not difficult to remember scores of beautiful women who have come to the screen, who have given the world a momentary gasp of wonder at their startling beauty, and have faded into oblivion as if they never had existed.

Do screen audiences remember Billie Burke as a motion picture star? As stage star and the wife of Ziegfeld, yes—but not as a beautiful screen star.

Who remembers Katherine Macdonald and Elsie Ferguson? They had their day, but neither mounted the cinema heights. Many less lovely ladies have outstayed them.

But when this was hinted to lovely Ruth Hall while she was working in "Heart of New York" she only laughed.

"They tell me," she said, "I'm beautiful. If I am, so much the better. I'll be the last one to disown it. But if I'm not, I shall try to acquire the other things that make screen success.

"I've got to succeed," she said. "Too much depends on it for me to fail. You see, I'm really very ambitious—"

She was called away for a moment to go into a scene with William Powell.

"William Powell is the greatest teacher in the world to me," she said when she returned. "It was my good fortune to work in one of his pictures when I first came to Hollywood. I was only an extra. He was kind to me. He saw how young I was and how badly I wanted to succeed. He would call me over and tell me things I don't suppose he thought I would remember—but I did."

But there came a time, not long after Ruth came to Hollywood, when she thought her worst fears were going to be realized. The company for which she was working let her out.

She went on the stage for a couple of weeks as a dancing girl in Los Angeles. She had never danced before in her life, on the stage, that is. Someone, however, spotted her. Her earnestness was impressive. She was given a better part.

A happy chance got her a bit in the production of "Once in a Lifetime" on the stage. After that she came back to sign a five-year contract with Warners.

HERE'S YOUR "LOCAL ANGLE"

An open letter to

MAYOR WALKER

Dear Jimmy:

All the world rates you as the first New Yorker. You're the dyed-in-the-wool metropolitan . . . the man who has been all the places, met all the people and seen all the sights. Your hand is right on the pulse of the big town—the pulse that throbs with the life struggle of six million people.

BUT there's a New York that even you don't know . . . deep under the surface of the glare and blare . . . a city within a city . . . surging with a different humanity . . . living a different life . . . It's the HEART OF NEW YORK.

We want you to see it, to thrill to its drama, to laugh at its comedy and perhaps cry at its tragedy. It's the kind of a picture that makes you feel it's a great world after all.

"HEART of NEW YORK"

(ADAPTED FROM MENDEL, INC.)

A Warner Picture directed by Mervyn Le Roy

STRAND

BROADWAY & 47th STREET

ALL SEATS to 1 p. m. **35c** BALCONY to 6 p. m.

OPENING TONIGHT AT 8:45 P. M.

An open letter to

AL SMITH

Dear Al:

Every time you walk down the street we feel like whistling "East Side, West Side," because you're one of our favorite "favorite sons." That brown derby probably packs as much info about the big town as any other headpiece in captivity. You've seen New York from a humble home in Oliver Street and from the Governor's suite at the Biltmore. If there's anything you've missed, all you have to do is hop up that Empire State Building of yours and take a peep.

BUT there's a section of the city that can't be seen even from that heaven-high tower. It's not Broadway, nor Wall Street, nor Park Avenue . . . it's the HEART OF NEW YORK . . . a living, breathing, surging slice of humanity that seethes with drama different from any you've ever known.

We know it will thrill you, start your heart pounding with emotion, set your sides shaking with laughter. It's the kind of a picture that makes you feel it's a great world after all.

"HEART of NEW YORK"

(ADAPTED FROM MENDEL, INC.)

A Warner Picture directed by Mervyn Le Roy

STRAND

BROADWAY & 47th STREET

ALL SEATS to 1 p. m. **35c** BALCONY

OPENING TONIGHT AT 8:45 P. M.

There are a dozen people in your city as locally famous as the men addressed in these ads. Address the same type of open letter ad to them. Give your copy the necessary twist for your city. Issue a challenge to the Mayor and other famous citizens. Ask them if they know the "inside," the "heart" of their city. You'll get attention, co-operation and box-office satisfaction from this kind of local campaign.

An Open Letter to

- **AL SMITH**
- **MAYOR WALKER**
- **LOUIS SOBOL**
- **SIDNEY SKOLSKY**
- **WALTER WINCHELL**

You thought it was the Mazda Belt—the Phoney Phorties—the Fiery Fifties—but you learned differently when you discovered the throbbing

"HEART of NEW YORK"

(ADAPTED FROM MENDEL INC.)

. . . a great big hunk of humanity that packs more drama in a day than all the Broadway playhouses have in a year!

NOW

STRAND

BROADWAY & 47TH STREET

35c to 1 p. m.—1 to 6 p. m. Balc. 35c—Orch. 50c
Monday to Friday Midnite Shows Nightly

A great director's masterpiece . . . . . MERVYN LE ROY, youngest of filmdom's great directors comes through again. . . . He thrilled you with "LITTLE CAESAR"—shocked you with "FIVE STAR FINAL"—he will plumb the very depth of your emotions with "Heart of New York"

A WARNER BROS. PICTURE

Also You'll enjoy these splendid Vitaphone Shorts

S. S. Van Dine "SKULL MURDER MYSTERY"
Robert Ripley No. 6 "BELIEVE IT OR NOT"

NEWSPAPER ADS WITH BOX-OFFICE "IT"!

WHAT A TOWN!

Humanity's melting pot . . . colossus of cities. Parade ground of wealth, wit and wisdom. New York!

What a town! A thousand authors praise it! A thousand songs hail it! A thousand hands paint it! . . . but what's it really like?

Get behind the glamour and glare. Put your hand on the pulse of the big city. See what really goes on when New York's not on parade . . . in

THE HEART OF NEW YORK

A Warner Bros. and Vitaphone Picture

Drama of the thrills and laughs the metropolis usually keeps for itself. With an All-Star Cast.

STATE

BEGINNING TOMORROW

MIDNITE SHOW SATURDAY

Cut No. 11 *Cut* 60*c* *Mat* 15*c*

STRAND • BEGINNING SATURDAY •

Cut No. 13
Cut 80*c*
Mat 20*c*

Get behind the camouflage, behind the tinsel of Broadway, the swank of Park Avenue, the wealth of Wall Street.

See the big city, living, breathing, writhing with the struggle of six million people.

Feel the excitement of it, the thrill, the drama, the comedy! Learn what New York is like when it's not on parade. See the big show from behind the scenes in . . .

•

The picture that N. Y. critics called "Vividly real . . . touching! A sympathetic and amusing portrayal of life."

•

Based on the famous Broadway stage success, Mendel, Inc.

•

Directed by Mervyn LeRoy, who gave you "Little Caesar" and "Five Star Final."

THE HEART OF NEW YORK

A Warner Bros. and Vitaphone Picture

With a tremendous cast of favorites including George Sidney, Ruth Hall, Marion Byron, Donald Cook.

THESE ADS REACH MASS AND CLASS WITH A MANY-SIDED APPEAL TO VARIED HUMAN DESIRES AND EMOTIONS

FEEL THE HEART BEATS OF MIGHTY GOTHAM!

Dig beneath the surface of the glare and the blare . . . discover a city within a city . . . surging with a different humanity . . . living a different life . . . the HEART OF NEW YORK.

Thrill to a new kind of drama! Laugh at a new kind of comedy! Feel the heart-tug of near tragedy!

THE HEART OF NEW YORK

A Warner Bros. and Vitaphone Picture

The picture sensation that had Manhattan laughing, crying and cheering all at once!

APOLLO • NOW PLAYING

Page Six *Cut No. 8* *Cut 40c* *Mat 10c*

THE PANIC IS ON!

Here's the comedy that turned New York upside down with joy. A roaring riot of fun in the big town!

New York critics raved . . . "Laugh follows laugh so that lines become lost in the uproar."

The screaming story of a family of paupers who became millionaires over night and tried to move in with the Vanderbilts. They thought that Rembrandt was a race horse and a lorgnette something to cut the lawn with. Funny? Why they'll make you scream till you cry!

THE HEART OF NEW YORK

A Warner Bros. and Vitaphone Picture

STRAND

BEGINNING TOMORROW

Cut No. 12 *Cut* *Mat 15c*

IS HE DOCTOR LAWYER OR— INDIAN CHIEF?

When a New York girl goes husband-hunting, the whole family lends a hand. It's not "Who's hubby?" but "What's hubby" . . . and Rudy Vallee never had more sex appeal than a thousand dollars in the bank and a college diploma.

Steal behind the front page romances, pass up the sugar daddies and their sweet mamas, forget the gilded lilies of Broadway and see what really goes on in the lives of a million big city girls every day.

THE HEART OF NEW YORK

A Warner Bros. and Vitaphone Picture

Another great hit from director MERVYN LEROY who brought you "Little Caesar" and "Five Star Final."

NOW PLAYING **BRANFORD**

Here's The Comedy You've Waited For!

. . . ever since "The Cohen's and the Kellys" and "The Callahans and Murphys" . . .

"THE HEART of NEW YORK"

A Warner Bros. and Vitaphone Picture

Now STRAND Now

Cut No. 20 Cut 40c Mat 10c

Here's a Hit!

THE HEART OF NEW YORK

A Warner Bros. and Vitaphone Picture

PITT

Cut No. 22 Cut 20c Mat 5c

..ITS PATHOS..
ITS GLAMOR.
ITS FAKERS...
ITS STRANGERS.
ITS TRAGEDIES.

THE **HEART OF NEW YORK**

..ITS TEARS..
.ITS LAUGHTER
.ITS ROMANCE

WITH A SPECIAL ALL STAR CAST

NOW PLAYING

A Warner Bros. and Vitaphone Picture

RIVOLI

Cut No. 21 Cut 40c Mat 10c

. . . the heart that beats to the wild rhythms of mad Manhattan . . . throbs with the life struggle of six million souls . . . bursts with the joys, sobs with the sorrows that only New York knows. Feel the excitement, the thrills and laughs of the big town—

THE HEART OF NEW YORK

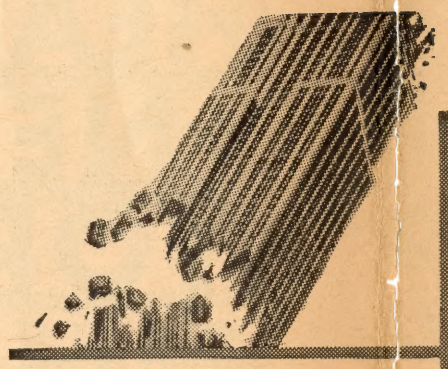
A Warner Bros. and Vitaphone Picture

The N. Y. Critics called it "Packed full of roaring laughs. Vividly real. Touching!"

25c 1-6 P.M. **REXY** 35c 6-12 P.M.

NOW PLAYING

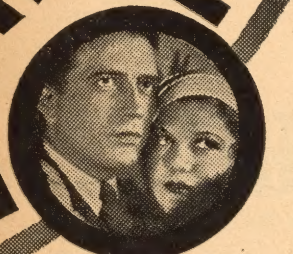
Cut No. 9 Cut 40c Mat 10c



if they tore down the Empire State Building . . .

. . . if they blew up Broadway, stripped New York naked of its phony frills and tawdry thrills what would they find? See what New Yorkers themselves don't know about the big city! Forget the "400" and learn how the four million live!

THE HEART OF NEW YORK



Beating with the laughs and thrills the big town usually keeps for itself!

A Warner Bros. and Vitaphone Picture

PALACE

NOW PLAYING

Cut. No. Cut 40c Mat. 10c

With a Tremendous Cast of Favorites

Cut No. 14 Cut 40c Mat 10c

THE HEART OF NEW YORK

ALL DETROIT
Is Turning Out
To Give The Big
City a Big Hand!

New York's laughs and heart-throbs, drama and romance have never been so vividly portrayed!

A Warner Bros. and Vitaphone Picture

NOW PLAYING **EARLE**

Cut No. 17 Cut 20c Mat 5c

Here's The Comedy You've Waited For!

Heart throbs and hilarious LAUGHTER! Romance and Human Drama! DON'T MISS IT! A Warner Bros. and Vitaphone Picture

STATE NOW PLAYING

Cut No. 16 Cut 20c Mat 5c

FILMED FROM L

New Yor
Sends yo
Its Laugh
Heart-throbs
Its Romanc
and Drama

Don't Miss
THE
HEART OF
NEW YORK

with ALL-STAR CAST

A Warner Bros. and Vitaphone Picture

NOW PLAYING

RIALTO

Cut No. 19 Cut 20c Mat 5c

Here's The Comedy You've Waited For!

It brings you the heart-throbs and hilarious laughter, romance and drama of the Big City — lived by a special all-star cast!

A Warner Bros. and Vitaphone Picture

DON'T MISS IT!

THE HEART OF NEW YORK

CIRCLE NOW PLAYING

Cut No. 18 Cut 20c Mat 5c

GET TO THE HEART OF YOUR CITY WITH THE THREE SPECIAL CAMPAIGNS MADE AVAILABLE TO YOU IN THIS MERCHANDISING PLAN.

I. The "Local Angle" Campaign
on Page Four.

II. The General Campaign
on Pages Five, Six, Seven and Eight.

III. The Jewish Campaign
on Page Eight.

SELL THIS PICTURE WIDELY—
IT HAS UNIVERSAL APPEAL!

HERE'S THE JEWISH ANGLE FOR JEWISH DAILIES — USE IT IN ENGLISH OR YIDDISH

FARDINDT A MITZVAH!

Meet Your Landsleit in this Kosher comedy that will bring the tears to your eyes from laughter! Bring the whole mishpucha to see

"HEART of NEW YORK"

A WARNER BROS. PICTURE BASED ON THE PLAY, "MENDEL, INC."

The story of a couple of mishugene shlemiels who moved from Delancey Street to Central Park West but couldn't give up their gefilte fish and shlivevitz.

with ANNA APPEL—SMITH & DALE—GEORGE SIDNEY

STRAND

BROADWAY & 47th STREET
35c to 1 p. m. — 1 to 6 p. m. Balc. 35c — Orch. 50c
Monday to Friday . . Midnite Shows Nightly

COME ON OVER AND TEAR A HERRING with MENDEL MARANTZ!

Meet Shtrudel and Schnaps and Zelda and Gassenheim and all of Mendel's friends. They'll make you laugh until your "kishkes" shake loose!

TWICE AS MUCH FUN AS A BRISS!
BRING THE WHOLE MISHPUCHA!

"HEART of NEW YORK"

A WARNER BROS. PICTURE BASED ON THE PLAY, "MENDEL, INC."

with ANNA APPEL—SMITH & DALE—GEORGE SIDNEY

STRAND

BROADWAY & 47th STREET
35c to 1 p. m. — 1 to 6 p. m. Balc. 35c—Orch. 50c
Monday to Friday . . Midnite Shows Nightly

IT'S A KOSHER KOMEDY
FOR KOSHER KIBITZERS!

You'll laugh till your "kishke" shakes loose!

"HEART of NEW YORK"

A WARNER BROS. PICTURE BASED ON THE PLAY, "MENDEL, INC."

with ANNA APPEL—SMITH & DALE—GEORGE SIDNEY

STRAND

BROADWAY & 47th STREET
35c to 1 p. m. — 1 to 6 p. m. Balc. 35c — Orch. 50c
Monday to Friday . . Midnite Shows Nightly

Review

"Heart Of New York" Brings Satisfaction To ..... Theatre Audiences

Every once in a while it is the pleasure of this reviewer to witness the presentation of a motion picture which has arrived without the blare of advertising trumpets and the burst of superlatives, but is in itself the kind of production we are tempted to write superlatives about. Such a picture is "The Heart of New York," which opened last night at the.....Theatre.

RUTH HALL
Cut No. 6
Cut 15c Mat 5c

Perhaps because Mervyn LeRoy directed it with a touch of human simplicity, perhaps because the drama, comedy and near tragedy were blended so beautifully by a cast of genuine artists, or perhaps because we simply go limp over a picture that is individual, different and close to life, we cannot help but report that "The Heart of New York" is a picture you shouldn't think of missing.

"The Heart of New York" is one of the most satisfying pictures the reviewer has seen in a month of Sundays. It is definitely and capably acted by a cast of excellent players. George Sidney, Joe Smith and Charlie Dale head the list and evoke laughter or tears with equal ease. The supporting cast includes Anna Appel, Aline MacMahon, Oscar Apfel and Ruth Hall. Miss Appel is a real movie "find," possessing the same sense of universal humanity which endeared Vera Gordon, now retired, to picture audiences.

The story, in brief, concerns a man who is more given to invention of a dishwashing device than to gaining a livelihood for his family. The family has its trials, in the midst of which there are also moments of laughter. Success, when it comes, brings an end to financial worry, but a new series of amusing difficulties. The progress of the story is marked by minutes of continuous laughter and other minutes of strong drama. The combination is admirably brought together under the capable direction of Director LeRoy, who manifests in "The Heart of New York" the same ability to secure pace, drama and comedy in a story which he demonstrated in "Five Star Final" and "Little Caesar."

The reviewer repeats the statement that you shouldn't miss "The Heart of New York." It brings the spark of life to the..... screen in a fashion which is heart-warming and human. The picture has all the elements of entertainment twice over. It's fine and presents an original type of philosophy and optimism which is particularly timely. If you miss "The Heart of New York," you've missed your grandest opportunity to get behind the "front" of a metropolis.

1st day of run

Ninety Years Of Trouping Divided Among "Heart Of New York" Leads

Joe Smith, Charlie Dale and George Sidney, appearing in the leading roles of "The Heart of New York," the Warner Bros. and Vitaphone picture at the.....Theatre, divide ninety years of all kinds of trouping among them.

Smith and Dale began their career in Bowery saloons and cabarets when the Bowery was New York's entertainment center. They danced for nickels and dimes and made the rounds of several places in an evening. Later they became members of the famous Avon Comedy Four, a vaudeville team which is a part of vaudeville history. The pair has been together for thirty years, in vaudeville and on stage and screen. They are equally successful in any medium of entertainment and have been top-notchers for practically all except the first few formative years of their three-decade association.

George Sidney's thirty years of trouping have included vaudeville, stock companies, the Broadway stage, Hollywood's movies and his famous characterizations of "Potash" in "Potash and Perlmutter" and "Cohen" in the "Cohens and Kelly" series, both portrayals establishing his fame and a demand for him in the screen's best films.

Seasoned troupers appearing with the trio in "The Heart of New York," which is hailed as a comedy-drama of especial interest because it is entertaining to any and all types of audiences, include Anna Appel, for years on the New York stage, Oscar Apfel, famous director and actor, and Aline MacMahon, of "Once in a Lifetime" and "Five Star Final" fame.

Mervyn LeRoy directed "The Heart of New York."

2nd day of run

Ad Libbing And Antics Of Comedians Upset Film Schedule Of "Heart Of New York"

They averaged eight to ten rehearsals per scene whenever Smith and Dale were at work on "The Heart of New York," the Warner Bros. production in which the famous comedians are appearing at the.....Theatre.

Not that the players needed that much polishing—but it was all done for the benefit of electricians, prop men, carpenters and the rest of the crew, not forgetting the players and director Mervyn LeRoy himself.

During the first two days of production they would be half way through a "take" when everyone would burst out laughing at the antics of the comedy team. LeRoy tried making everyone take a script home the first night so that they would know what was coming and not have to laugh.

But Smith and Dale, celebrated funsters of the famous Avon Comedy Four, always pulled an unanticipated stunt or two which culled the laughs.

George Sidney, who plays a featured role, broke down a few times in the middle of scenes. Even this old trouper couldn't keep a straight face. Just to look at Smith and Dale's faces was enough for him.

The only thing left to do was to rehearse each scene so much that the crew would finally become immune from laughter in the middle of it. But just when they thought they had a perfect take, one of the comedians would ad lib a line or a bit of business and start it all going again.

3rd day of run

Harold Waldridge Is Mervyn LeRoy's Luck Charm

It seems to be the prevailing habit for motion picture directors to use actors or actresses as good-luck charms. One will insist on a certain extra being hired for every picture he directs, because that extra happened to catch his eye in his first big success. Or it may be a bit player who contributed a novel bit of performance.

At any rate, that player is associated in the director's mind with the picture that proved a smash hit.

Mervyn LeRoy has singled out Harold Waldridge as his "good luck" actor. If you will recall Harold as the office boy in "Five Star Final," you will agree that there is more to him than just good luck.

When LeRoy went into the production of "High Pressure" with William Powell, he insisted on Waldridge being in it as the towel service salesman with the august name of Vanderbilt.

Now comes "The Heart of New York" a Warner Bros. production in which Joe Smith and Charles Dale appear at the..... Theatre; and Harold Waldridge comes into his own again as a member of the family of Mendel, consisting of George Sidney, Anna Appel, Ruth Hall and "Peanuts" Byron.

Not to be outdone, Harold claims LeRoy as his good-luck director. He has never had such consistent breaks since he first started his theatrical career with David Warfield.

It all works in a circle. In case you don't know it, Mervyn LeRoy is a director of consistent smash hits, including "Little Caesar."

4th day of run

New York, Most Filmed City, Given New Treatment In "Heart Of New York"

New York, most popular city in the world as background for motion pictures, has been filmed and represented more than any other background, but it remained for "The Heart of New York," the Warner Bros. picture now at the.....Theatre, to present the metropolis in an entirely different manner.

Mervyn LeRoy, director of this picture and several successes of 1931, made a special trip to New York, accompanied by his assistants and a camera crew, in order to secure authentic atmosphere, both as to scenes and sounds.

"The Heart of New York" presents the "big city," therefore, with all the fidelity possible to the camera eye. In addition to showing New York's streets and homes as they really are, the picture offers a novel treatment in having the dramatic and comedy action transpire in the home and business establishment of the leading players, through the windows of which the life outside can easily be seen.

East Side crowds, tenements, shops, pushcarts, streets and habits are pictured exactly as they are, the constantly shifting background emphasizing the action of the players.

Prominent in the cast are Joe Smith, Charles Dale, George Sidney, Ruth Hall, Anna Appel and Aline MacMahon. Supporting cast members are Oscar Apfel, Marion Byron and Harold Waldridge.

5th day of run

Smith And Dale, Thirty Years On Stage, Reminisce During Filming Of Picture

Joe Smith and Charlie Dale, of the famous vaudeville team known as the Avon Comedy Four, qualify as historians of the theatre of yesterday and today with their reminiscences of highlights in their own careers. They went back to the old days during filming of "The Heart of New York," the Warner Bros. picture now at the.....Theatre. In their own words, among the most important things they remember were:

"'Busking' (dancing for coins) in the Chatham Club, Nigger Mike's, Callahan's, the White Elephant, Black Rabbit, the Brighton, McGurk's. Picking up coins after finishing a five-minute dance routine at each place. Dancing against Bill Robinson and his partner and then playing on the same bill with them years later.

"At Tony Pastor's. $25 too much in our pay envelopes. We tell Tony about it and he told us it was a raise and not a mistake.

"Listening to Elsie Janis' mother singing while standing in the wings. Her daughter, Elsie, was imitating a well-known stage star.

"Paul Whiteman playing second violin in the Orpheum Theatre pit in Denver.

"Holding Georgie Jessel on our knees and feeding him ice cream in St. Louis.

"Separating two brothers from a fist fight. They're friends now—Al Jolson and his brother Harry.

"And we could go on like this for hours. Swell memories, too."

George Sidney, famous on stage and screen for thirty years, plays an important role in "The Heart of New York," the Warner Bros. picture coming to the..... Theatre next..... Sidney is supported by a strong special cast.

Cut No. 1 Cut 15c Mat 5c

Current Readers

"Heart Of New York" Adapted By Arthur Caesar And Houston Branch

The manuscript of David Freedman's play, "Mendel, Inc.," one of last season's stage successes, from which "The Heart of New York," the Warner Bros. picture now at the .....Theatre was made, was adapted for the screen by Arthur Caesar and Houston Branch, two of Hollywood's most famous scenarists. Caesar and Branch also wrote the dialogue for "The Heart of New York."

The picture was directed by Mervyn LeRoy and its large cast includes Joe Smith and Charlie Dale, George Sidney, Anna Appel, Ruth Hall, Donald Cook and Aline MacMahon. It is a story of life on New York's East Side and embraces comedy and drama equally.

Anna Appel Gets Big Role In "Heart Of New York"

One of the principal roles in "The Heart of New York," the Warner Bros. and Vitaphone picture featuring Joe Smith, Charlie Dale and George Sidney now at the..... Theatre, was assigned to Anna Appel. Miss Appel has been associated with the Yiddish Art Theatre and has appeared with distinction on the Broadway stage.

Release of "The Heart of New York" has brought Miss Appel to the attention of the country for the first time and she is slated to fill the niche left empty by Vera Gordon of "Humoresque" fame.

Mervyn LeRoy directed the picture, which was adapted and dialogued for the screen by Arthur Caesar and Houston Branch, two of Hollywood's foremost writers.

Popularity Cycle Brings Former Favorites Back To Favor

Smith and Dale, of the famous Avon Comedy Four, now appearing in "The Heart of New York" at the.....Theatre, are examples of former favorites of the stage who returned to greater popularity than ever during 1931. Other famous stars who mark the new cycle are Marie Dressler, George Arliss and Lionel Barrymore. New faces which came up during the past twenty-five years temporarily obscured the fame of the "old-timers," but the swing of the pendulum has remade their popularity.

Prominent in "The Heart of New York," which was directed by Mervyn LeRoy of "Five Star Final" fame, are George Sidney, Anna Appel, Aline MacMahon, Ruth Hall and Oscar Apfel.

PLANT THESE STORIES AND SCENE CUTS WIDELY AND WISELY

Current Feature

Doing The Impossible Daily Pastime In Hollywood

It is only in Hollywood that one can receive such an order as: "Move Orchard Street from Hollywood to Burbank" without lifting an eyebrow in surprise.

A set representing this famous New York East Side street was constructed on a sound stage at Warner Bros. Hollywood Studio for scenes in "The Heart of New York," now showing at the.....Theatre. The large cast includes Joe Smith, Charlie Dale, George Sidney, Ruth Hall, Donald Cook, Aline MacMahon and Anna Appel.

The sidewalks were lined with merchandise laden push carts at which a Jewish population, gathered together by the casting office, made their purchases. The scenes of the street were shot through the window of the Mendel (George Sidney) plumbing shop-apartment in which much of the dramatic action takes place.

Ever since a Hollywood producer once said "A tree is a tree, and a rock is a rock" in advocating against far flung location trips, motion pictures of scenes in Tunis, Japan, Switzerland or any other place on the globe have been more and more confined within studio limits.

Not only are outside sets built, but sets representing city streets, fields, deserts and mountains have been constructed inside on sound stages.

This same problem confronted Mervyn LeRoy when he was given the directorial assignment of "The Heart of New York." A number of his scenes called for the busy pushcart thoroughfares of East Side New York.

A pushcart may be a pushcart to Hollywood, but to a New Yorker it has details which would look spurious outside of its native habitat. There are to be considered also the many details of merchandise which they contain, and the general arrangement and relation of one pushcart to another and one line of merchandise to another.

To reconstruct the scene realistically on a sound stage, LeRoy made the trip to New York with his assistant and a photographer.

After a general tour of the East Side, they chose a section of Orchard Street for reproduction. The photographer took long shots and closeups from every conceivable angle. The assistant took inventory notes of the contents of the pushcarts. He found venerable bearded patriarchs hawking and extolling the merits of flimsy feminine underthings while the cart right next to him would be vending fresh fish of every description.

There were pushcarts with fruit and vegetables, chinaware and crockery, men's shirts, collars and underwear, popular sheet music and phonograph records, gloves, bread, shoelaces, candy and every conceivable commodity necessary to sustain and clothe the human body and refresh the human mind.

With all measurements, photographs and lists complete, the director returned to Hollywood where he supervised building of sets, pushcarts and backdrops, and the purchase of merchandise of the type and quality he had seen being sold on Orchard Street. The final result was that stage No. 7 at Warner Bros. Studio was a slice of New York where any East Sider would feel at home.

After it had been used at its original studio, it became necessary to move Orchard Street. The new set was constructed at the Warner-First National Studio in Burbank, five miles away, where Orchard Street was transplanted without a detail missing.

Selling It To The Public!

SALES ANGLES

"The Heart of New York" is the type of comedy-drama that made "Humoresque" a great picture. It must be sold that way.

Don't base your sales appeal on the comedy alone or the drama alone. Sell the comedy *and* the drama *and* the romance along the "human appeal" and "slice of life" angle.

How big you bill the cast depends on how much each member of it means at your box-office.

Director Mervyn LeRoy should be billed big. His "Little Caesar" and "Five Star Final" have built him a large fan following.

Give it a local angle with this kind of copy:—They call it "The Heart of New York" but you'll find the same kind of drama, the same kind of comedy and the same kind of tragedy in the heart of (name of town).

Three Way Tie-up

Your newspaper, your local travel agency and your theatre have a grand opportunity to make every man, woman and child in your town conscious of their products. Have your newspaper sponsor a contest WHY I WANT TO VISIT THE HEART OF NEW YORK. An all expense paid trip is to be offered free to New York by your local travel agency to the person sending in the best three hundred word answer. The contest should run over a two weeks period prior to and ending with your opening of "The Heart of New York." Judges should be the newspaper editor, your theatre manager, an official of the travel agency and any other local dignitary. The newspaper will stir up great reader interest, the agency will get plenty of free advertising that will far overshadow the expenses of the prize and your theatre will benefit by all the publicity given to "The Heart of New York."

Admission Stunt

Promote from your local milliner an odd-sized hat which is either very much smaller than the average or very much bigger. Place a dressing table and chair in the lobby with the hat on the table and offer free admission to any girl who can becomingly fit this hat to her head without forcing or tearing it. It's bound to draw people to your lobby and once you've got them that far, half the battle is won. You can advertise this stunt in the papers or make up a special herald announcing it. You might carry this further by getting from merchants around town, odd-sized shoes, stockings, etc., and make this stunt include a variety of articles. A credit card could be given to the merchant reading: THROUGH THE COURTESY OF BLANK BROS., 32 West 18th Street.

Novelty Herald

Another smash herald has b e-signed by the Warner Bros. Ad is-ing Department, on "The He of New York." Taking the form of en-tertainment guide it is unusuall ter-esting, and will prove a grea sset in your campaign. It is attr ely colored and has a unique co lea. Give it plenty of circulation. It's ally great and although its cost to s is more than usual, the price to y re-mains the same. Get it from y lo-cal exchange!

Street Car And Taxi Tie-up

A "natural" for this picture is to make up a large quantity of cards bearing the following copy: THIS STREET CAR (TAXI) WILL TAKE YOU TO "THE HEART OF NEW YORK," now playing at the Hollywood Theatre. Plant these cards at every car and cab terminal. You might be able to secure permission from these transportation companies to post them on or in their cars. You could make up a cooperative throwaway tying in the street car company, the taxi company and your theatre, which stresses the fact that "FOR THE BEST AND QUICKEST SERVICE TO 'THE HEART OF NEW YORK,' TAKE AN INTERBORO STREET CAR (YELLOW CAB)."

Tack Card Campaign

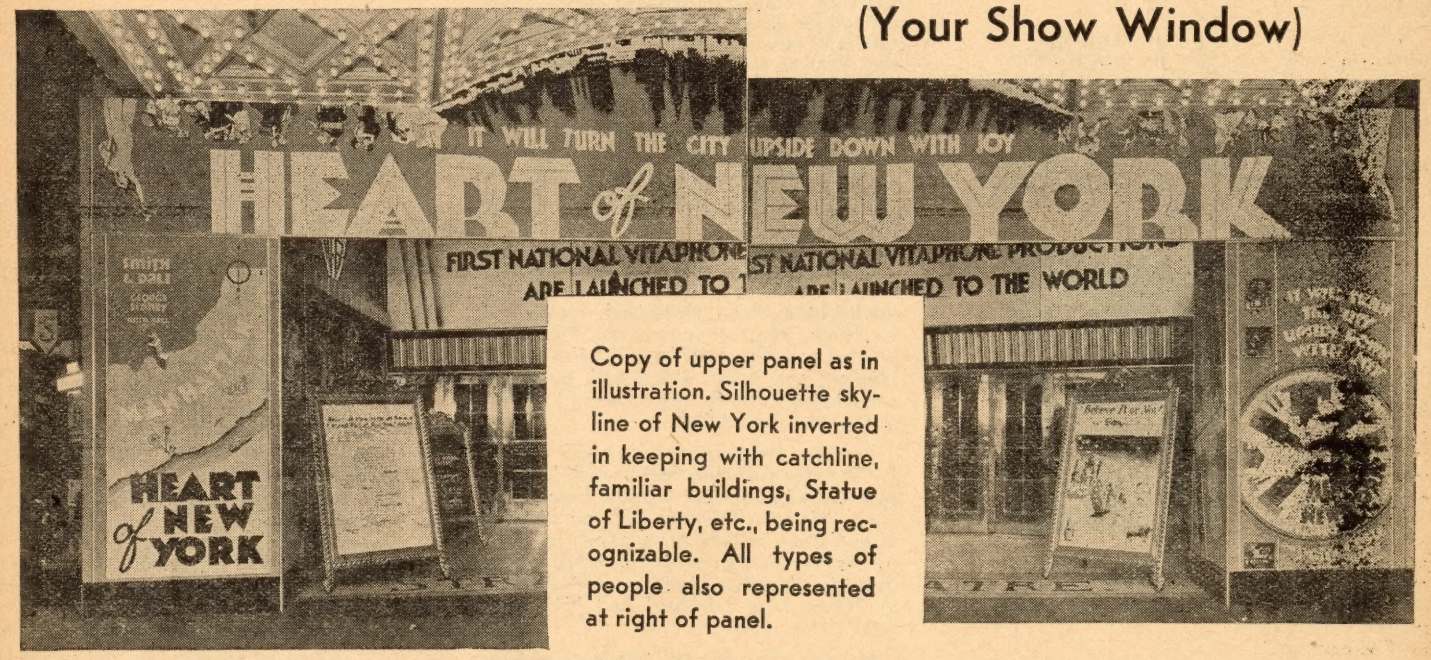
Not new but directly applicable to this picture is the "direction gag." Make up a flock of tack cards, illustrated with an arrow and bearing the following copy: FOLLOW THE CROWDS TO "THE HEART OF NEW YORK." This is an inexpensive as well as effective stunt and you should make certain that every pole, fence and vacant building has this card. Start this campaign on the first day of the picture's run. Do not limit this stunt to one section of the town, give it wide circulation. Make your town "Heart of New York" conscious.

Book Store Tie-up

The book "Mendel Marantz" is the fictionized version of "The Heart of New York" and is published by Harpers. Have your dealer make up a special window, using stills from the picture as well as copies of the book. Make certain that your theatre name and playdate are given prominent mention as well. The store manager might agree to inserting herald on the picture in all books sold a week in advance of your opening, in which case you are assured of extra break.

SELLING FROM THE LOBBY!

(Your Show Window)



Copy of upper panel as in illustration. Silhouette skyline of New York inverted in keeping with catchline, familiar buildings, Statue of Liberty, etc., being recognizable. All types of people also represented at right of panel.

Left panel carries billing. Below billing is pseudo-map of Manhattan with name lettered across island, a few landmarks like buildings, beaches and parks, and a boat sailing down river. Compass in upper corner of Manhattan. Picture title very prominent under map. 40 x 60 frame carries review of picture.

CATCHLINE

It will turn the city upside down with joy.

COLOR SCHEME

Plenty of black, white, grey, orange and reds air-brushed on compo board give this lobby attention-getting value..

Right panel repeats catchline. On left side inner panel intersects large circle and contains three stills, as indicated. Circle gives idea of motion. Buildings silhouetted inside circle with title follows circular motion. Heart serves as center of wheel. Billing repeated under circle. 40 x 60 at left of panel carries Ripley illustration blown up to fit.

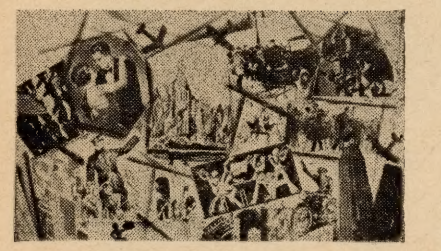
Above Is New York Strand Lobby — Follow It With Profit.

DON'T MISS THE
100%
FAMILY
PATRONAGE
ANGLE

The picture is clean, satisfying entertainment for
EVERYBODY!

USE THE SEAT-SELLING
WARNER BROS. TRAILER
ON
"THE HEART OF NEW YORK"
IT SELLS AND
SELLS AND
SELLS!

COLORTONE EFFECT



4x5 Colored positive only	$2.00
—Set (positive and negative)	3.00
3¼x4—Colored positive only	1.50
—Set (positive and negative)	2.25

Order by Number N-209

National Studios, Inc.

226 W. 56th St., New York, N. Y.

Be sure to specify size and sen remittance with order to avoid parcel post and C.O.D. charges

●

Jantzen Tie-up

Ruth Hall, who plays an important role in this picture, is another Warner Bros. player who is featured in the Jantzen tie-up. Not only has a good advertising campaign been prepared by the Jantzen people on "The Heart of New York" but they have also arranged for radio broadcasts which dramatizes bits from the picture. This makes a great teaser for your showing. Get in touch with Mr. Castle, Jantzen Knitting Mills, Portland, Oregon, for full details.

●

Dish Washing Machine Tie-up

Many of the sequences of this picture are concerned with the invention of a dish washing machine. Tie-up with your local dealer. Get him to give you a window in which stills from the picture as well as his washing machine are featured. He might be willing to offer one of his less expensive machines as a prize in a lucky number contest. It's a great chance for him to advertise his wares in a sure and inexpensive way, and it certainly won't hurt you. Get after him!

For Jewish Communities

Play up the Jewish angle if you have a large Hebrew population in your city. Use the Jewish ads on the advertising pages in the Jewish paper. Spot Jewish window cards in the Jewish community. Use all the nationality angles on "The Heart of New York," from David Freedman's book "Mendel Marantz," and the stage play, "Mendel, Inc."

●

Drawing Contest

Tie-up with your dailies on a drawing contest for "The Heart of New York." Such contests always arouse interest and benefit the papers. Secure a photo of the Empire State Building and offer prizes for the best drawings of it. The drawings can be in any medium, pen and ink, pencil, charcoal, water color, etc., but are to be freehand drawn, in order to prevent tracings from the newspaper.

Open the contest to grade and high school classes. Exhibit the students' drawings in various windows and your inner lobby. You can include modeling in the contest, offering a separate prize for the best replicas of the building.

●

Travel Agency and Lucky Number Tie-up

With a title such as "The Heart of New York," you should contact your local travel agencies and get them to plant posters, distribute throwaways and advertise in their windows with the following copy:

For a taste of New York, see
"THE HEART OF NEW YORK"
at the REGENT
But for a real visit to this great metropolis
SEE THE WORLD-OVER TRAVEL BUREAU

In larger cities you could persuade one of these agencies to put up a round trip ticket as a prize for a lucky number contest. With every ticket purchased to your showing of this picture, the patron should receive a number. On the final night the lucky number should be picked on the stage by a local celebrity. If you give this contest a newspaper tie-up and some real ballyhoo, you'll get more than satisfactory results.

JEWISH SOCIETIES

As this picture is mainly concerned with a group of enterprising Jewish people and being extremely humorous with nothing to offend, it would be decidedly to your advantage to send a letter to each society informing them of the enjoyment that they will derive from this picture. A proposed letter follows:

Mr. Henry E. Grossman
Young Israel Society
110 Cook Street
Boone, Indiana

Dear Mr. Grossman:

Appreciating your interest in Jewish activities and knowing of your eagerness to stimulate a greater response in the social development of your organization, I am taking this opportunity to apprise you of one of our coming attractions, that will do much to aid you in the furtherance of your ideals.

The picture is "The Heart of New York," which is taken from the well known and extremely successful stage play, "Mendel Inc." It deals with life on the East Side of New York City.

Extremely amusing yet always carrying the wistful philosophy so closely associated with the Jewish race, this Comedy-Drama is actually inspiring.

Why not organize a theatre party to attend one of the showings of this picture? Not only would you be giving all those attending a treat but you could also make some money for your organization or a worthy charity. I have no doubt that it will prove one of the most genuinely amusing and entertaining films that you have seen in many a day.

I should be very happy indeed to make an appointment with you so that we could discuss this matter to our mutual satisfaction. Wishing you success in your endeavors, I am

Very sincerely yours,
John J. Miller, Manager

Send a copy of this letter to Young Israel Societies, Synagogue Social Clubs, Verein Societies, Synagogue Young Folks Leagues, etc., etc.

●

CATCH LINES

The Heart of New York—The city nobody knows!

The Great White Way is dull compared to the brilliant drama in "The Heart of New York"

Famous as a stage play, it's on the screen at last!

A part of life you've never seen before.

The Melting Pot of Love, Joy, Tragedy and Comedy!

You know the story of the 400, now see the story of the four million!

The Heart of New York, where the rich grow richer and the poor have children!

Behind the "front" of the Big City!

It has the humanness of "Humoresque" and the comedy of "Abie's Irish Rose."

THROWAWAY NOVELTY

THIS NOVELTY REVEALS

The Heart of New York

Now at the

STRAND

(Hold to the Light)

A hold-to-the-light novelty has been prepared on this picture, which features the title and your theatre. Upon receiving this throwaway, all that is visible is "This Novelty Reveals" and "Hold to the Light." When holding it to the light, however, the title, theatre and playdate appear.

Give it good circulation, it's a great teaser.

Price complete with theatre name, and playdate, $9.00 per M.

Order direct from Exploitation Printers, 20 West 22nd Street, New York City.

●

Slogan Contest

What with many of the major advertisers going in for slogan contests, it would be wise for you to cash in on the sudden interest they have aroused. Contact your local editor. Explain to him that a slogan for "The Heart of New York" is a great brain teaser. Obviously the slogans can't deal with sex or sensations but it will call for a good comedy or human interest line. The newspaper readers will go for this one in a big way and it will mean plenty of good publicity for you. You could offer suitable cash or merchandise as prizes.

Laugh Machine

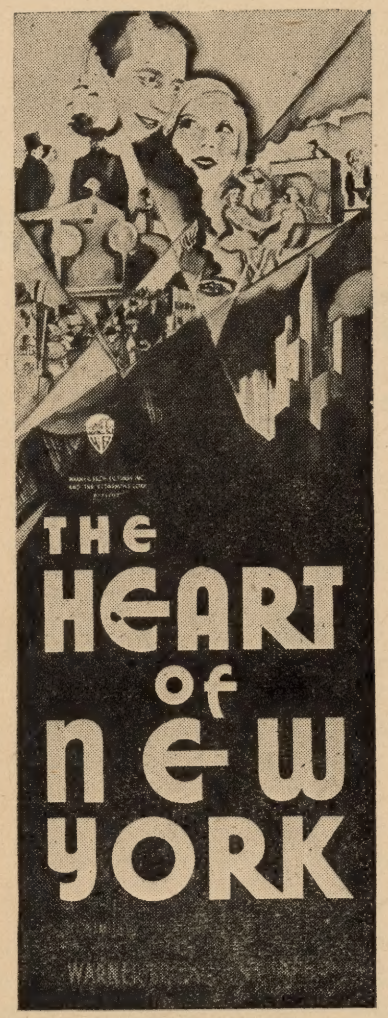
Mendel, one of the leading characters in the picture, is an inventor. With that thought in mind it is suggested that you have your artist design a papier mache machine. It need not be an involved affair. All that is necessary is a machine-like looking box.

Place a laugh record inside and keep it constantly running. It's bound to get interest. Use a card with the following copy:

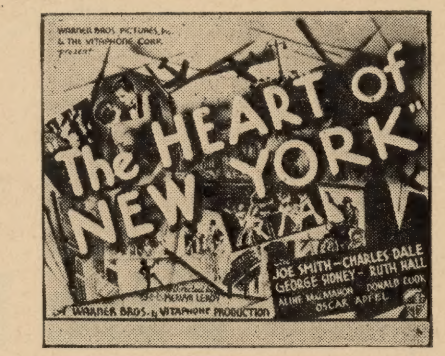
IT WAS A DISH WASHING MACHINE TO HIM, BUT IT'S A LAUGH MAKING MACHINE TO YOU!

A very good laugh record is made by the Okeh Record Company and sells for 75c.

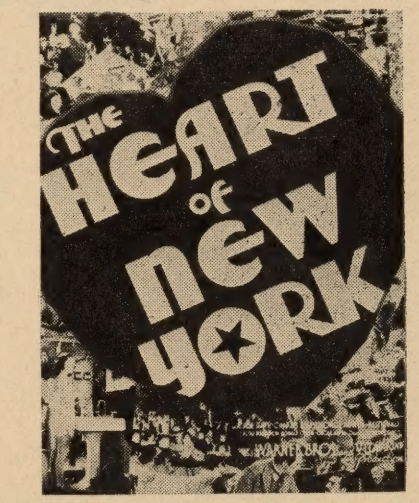
SELL MORE SEATS! DOUBLE YOUR USUAL QUOTA ON THESE POWERFUL MERCHANDISING ACCESSORIES!



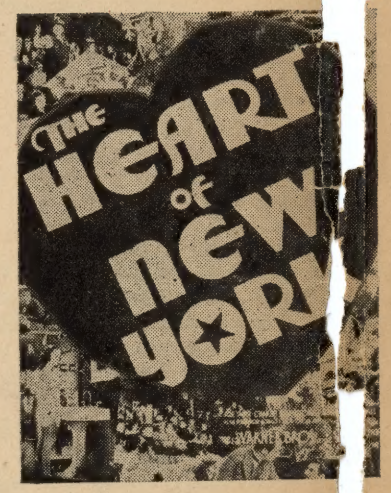
INSERT CARD



SLIDE



ONE SHEET



WINDOW CARD

24 SHEET

Background is blue, green and purple. Title lettering is yellow with red shadows. The cast is lettered in white. This 24 sheet fairly shouts "effective" and "box-office." Sell with 24 sheets!

SIX SHEET

THREE SHEET

PLEASE CLIP AND SEND IN YOUR ORDERS ON THE FORM BELOW

ADVERTISING ORDER

WARNER BROS. PICTURES
VITAGRAPH, Inc.

READ CAREFULLY

1. Enclose remittance with order, if no remittance shipment will not be made.
2. If postage is not included in remittance shipment will be made express collect.
3. We make no C. O. D. shipments of advertising matter.

Here's the SLIDING SCALE of PRICES

(The reductions in prices apply to quantity purchases for Accessories on ONE PICTURE only.)

Please ship the following order by mail / express Enclosed find check / money order Date_____

PRODUCTION	POSTERS: ONE SHEETS (1 to 50 @ 15c each; 51 to 100 @ 12c "; Over 100 @ 11c ")	POSTERS: THREE SHEETS (1 to 25 @ 40c each; Over 25 @ 36c ")	POSTERS: SIX SHEETS (1 to 10 @ 75c each; 11 to 20 @ 70c "; Over 20 @ 65c ")	POSTERS: TWENTY-FOUR SHEETS (Up to 25 @ $2.00 each; Over 25 @ 1.75 ")	WINDOW CARDS (1 to 50 @ 7c each; 51 to 100 @ 6c "; Over 100 @ 5½c ")	LOBBY—COLORED: 11 x 14 Set 75c	LOBBY—COLORED: 22 x 28 Set 80c	INSERT CARDS (1 to 25 @ 25c each; 26 to 50 @ 22c "; 51 to 100 @ 20c "; Over 100 @ 18c ")	SLIDE 15c	HERALDS (1000 to 5000 @ $3.00 per M; Over 5000 @ $2.75 per M)	MATS Per Col. 5c	SCENE CUTS Per Col. 15c	AD CUTS Per Col. 20c	NEWS STILLS 8/10 10c each	SPECIAL ACCESSORIES	AMOUNT

Merchandising Plan and Music Cues Gratis—Mail this order with your check early enough to insure advertising reaching you before play date

Theatre_____

Owner_____ Address_____

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